MULTIMEDIA UNIVERSITY®

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

MAD2013 – COPYWRITING

(Faculty of Creative Multimedia / Advertising Design)

23 OCTOBER 2017
9.00 a.m - 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 7 pages including cover page with 6 questions only.
2. Answer any **FOUR** out of the **SIX** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please print all your answers in the answer booklet provided.

Instruction : Answer FOUR (4) questions only. (40 marks)

Question 1

a. There are four basic building blocks of copywriting as discussed in the course. Briefly describe these for print advertising.

(4 marks)

b. A headline is the first impression a reader could get from an advertisement. Please discuss the purposes of having a headline in copywriting. (4 marks)

c. Define tagline and provide an example of the tagline of a famous brand. (2 marks)

Question 2

a. In the principles of persuasive communication, techniques and approaches to persuasions are discussed. Please define what persuasion means.

(2 marks)

b. What are the two categories of appeals? Please also give one example for each.

(4 marks)

c. Selective exposure and consumer pariticipation are two of the three principles of persuasive communication. Describe the principles and provide one example for each.

(4 marks)

Continued .....

Question 3

When writing copy for print ads, promising a benefit is always appealing to the target audience.
Based on the image below,

a. Describe two features of the product.

(2 marks)

b. Propose two possible benefits based on the features that you described in (a).

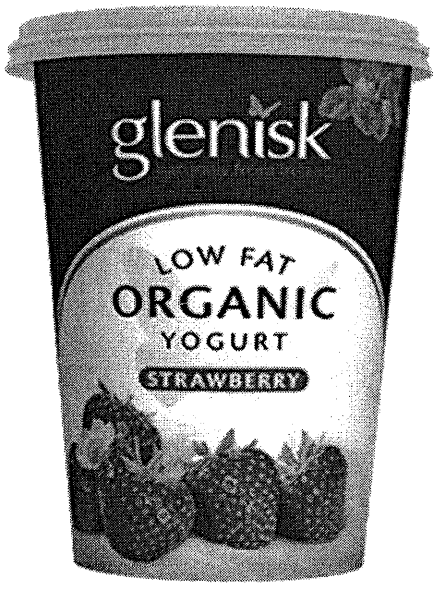
(2 marks)

c. Propose two appealing headlines for the product's print ad, based on the benefits that you proposed in (b).

(4 marks)

d. Other than promising product benefit, what are the other two types of headlines that could attract the target audience's attention?

(2 marks)



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Question 4

a. Online audience/surfers are more active and engaged compared to the audience of traditional media. They are in control of what they do with just a click. Therefore, copywriting for cyberspace must be direct response and dictating style.
When writing copy for cyberads, what are the strategies to grab surfer's attention? Please provide four strategies.

(4 marks)

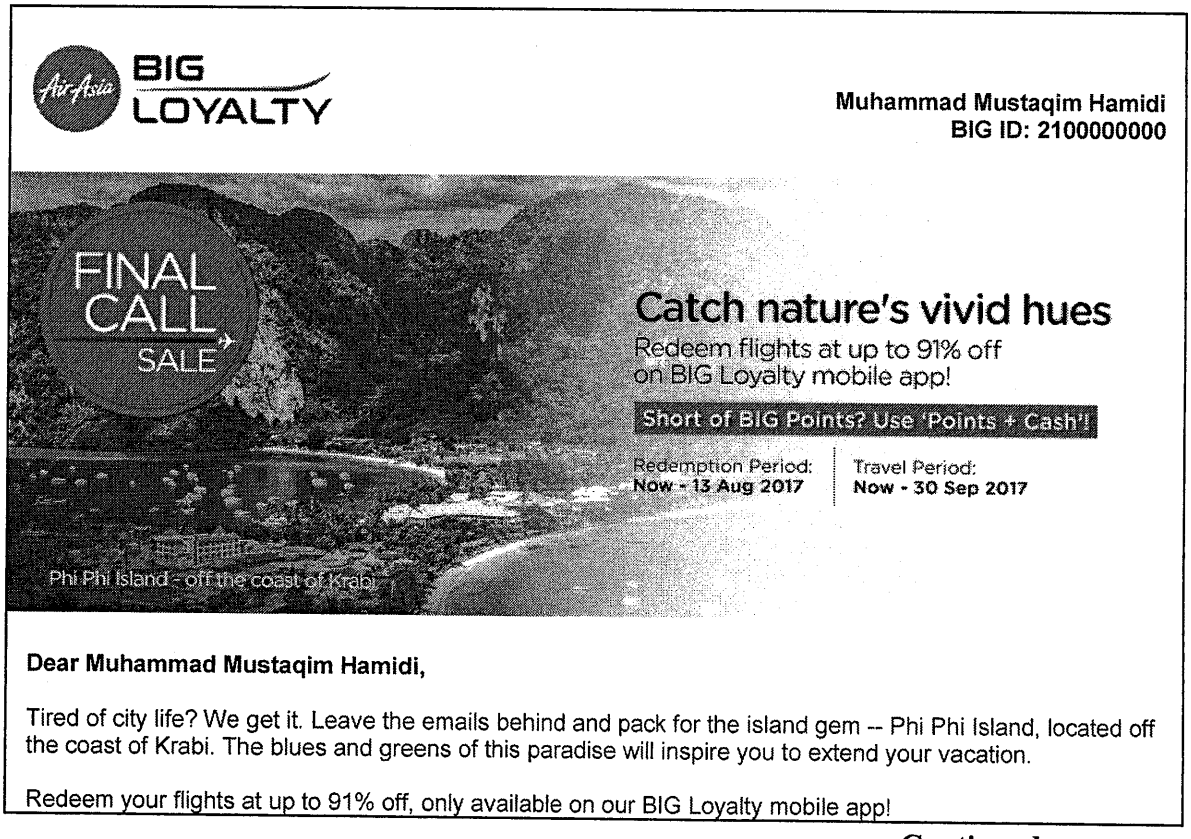
b. In class, you have learned that when writing copy for an electronic direct mail (EDM), it is suggested that you use CRABS formula.

i. What is the CRABS formula?

(2 marks)

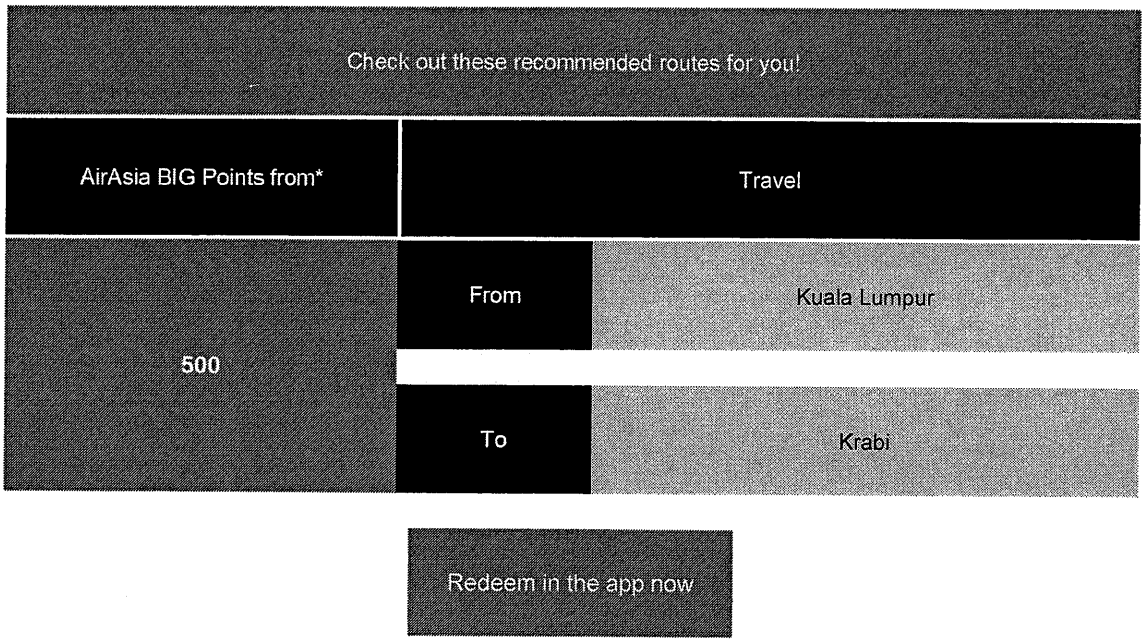
ii. Referring to the image below, does this EDM fulfil the CRABS formula? Please explan.

(4 marks)


BIG LOYALTY
Muhammad Mustaqim Hamidi
BIG ID: 2100000000
FINAL CALL SALE
Catch nature's vivid hues
Redeem flights at up to 91% off on BIG Loyalty mobile app!
Short of BIG Points? Use 'Points + Cash'!
Redemption Period: Now - 13 Aug 2017
Travel Period: Now - 30 Sep 2017
Phi Phi Island - off the coast of Krabi
Dear Muhammad Mustaqim Hamidi,
Tired of city life? We get it. Leave the emails behind and pack for the island gem -- Phi Phi Island, located off the coast of Krabi. The blues and greens of this paradise will inspire you to extend your vacation.
Redeem your flights at up to 91% off, only available on our BIG Loyalty mobile app!

Continued .....

BIG Tip: Short on points? Just choose BIG Points + Cash option at checkout.



*Subject to seats availability. Terms & Conditions apply.

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Question 5

a. The purpose of brand positioning is to explain how the brand will create a sustainable competitive advantage in the minds of their target customers in order to win loyal customers. How would you write a brand positioning statement for Multimedia University whose target customers are looking to pursue an undergraduate degree in Computer Science.

(2 marks)

b. Discuss the difference between soft sell and hard sell strategies in communicating an advertising message.

(4 marks)

c. In a creative brief, it often details several elements. Briefly explain what you understand about the following points?

i. The communication challenge

ii. Target audience

iii. Consumer insight

iv. Single minded proposition

(4 marks)

Continued .....

Question 6

a. Provide four different creative ways to sell on radio.

(4 marks)

b. Radio advertisements are sometimes called the "Theater of the Mind". Do you agree or disagree with this and WHY?

(2 marks)

c. Based on the four (4) frames below, draft a video/television commercial script to accompany those frames.

(4 marks)

Samsung Note Galaxy

End of Page.